



## Leading Style With Complete The Look

adidas had a powerful insight: *Customers spent more AOV when they saw complete outfits rather than an individual product.*

### The Challenge

Outfits had to be created manually because they couldn't find a solution that would create high-quality outfits that respected the brand's unique style POV.

But the manual way took 27 steps and 20 minutes to make an outfit. This painful and slow process resulted in fewer than 10% of the products appearing in outfits, limiting the revenue lift.

### The Solution

adidas used FINDMINE's engine to automate Complete the Look. In a 6 week A/B test, half the traffic to adidas.com saw manually-programmed outfits while the other half saw outfits powered by FINDMINE. Neither merchants nor customers could distinguish which outfits were powered by FINDMINE vs manually, attesting to the high level of quality adidas was looking for.

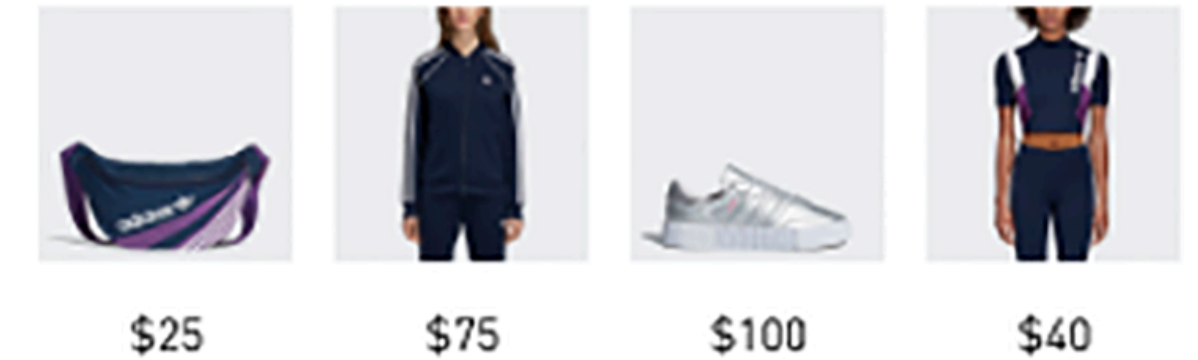
### The Results

adidas achieved improvements in revenue and efficiency while maintaining quality and strengthening the brand's POV.

- **95% decrease in merchandiser time spent**
- **960% increase in number of items in outfits**

This huge benefit to the customer experience led to L2 citing adidas' Complete The Look as one of 4 reasons why they rated adidas' digital "Genius". FINDMINE has served over 700M outfits to adidas customers to-date.

### COMPLETE THE LOOK



*Findmine has helped us reduce the amount of manual work and has helped us ensure that our newest products have cross-selling from day 1, improving conversion, average order value, & customer satisfaction better than any other solution we've tried.*



Bryan Klavitter  
Sr. Director, adidas Consumer Experience

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*Having rigorously tested numerous technologies in the past, we were surprised at what a substantial uplift in revenue per visitor FINDMINE was able to achieve (at statistically significant thresholds) while staying true to our brand*

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Gordon Lanpher  
Senior Director, Digital Innovation

